

STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN



#ADESIGNTHINKER

DESIGN EDUCATION

in a UNESCO World Heritage Site



how to reach ARCH



AIRPORT

Jaipur International Airport is located at Sanganer. ARCH Jaipur Campus is 5 minutes drive away.



BUS

Jaipur has two popular bus-stands, the nearest is Narayan Singh Circle which is 5 km & Main Bus stand (Sindhi Camp) is around 11 km from campus. *The college also provides bus facility.*



TRAIN

Jaipur Junction is 10.5 kms. and Gandhi Nagar Railway Station is 4 kms. away from Arch Jaipur Campus.



METRO

The Jaipur Metro is a rapid transit system in the city.



TAXIS

You can easily get taxis/auto for traveling to and fro college. You can also book a cab through your mobile apps.

Jaipur is a **WORLD**
HERITAGE SITE | CRAFT CITY | CREATIVE CITY

about JAIPUR



Jaipur, the fascinating capital of the marvelous state of Rajasthan, is one of the well-planned cities of its time. Jaipur was established by the then Maharaja, Sawai Jai Singh in the year 1927. The graceful architecture of the City that runs across in pink colour has earned Jaipur the title of "The Pink City".

Jaipur is predominantly known for its musicians, artisans and craftsmen. Today, it is flocked by masses for its fine jewellery, varied textiles and sumptuous cuisine. The famous handicrafts, silver and gold jewellery, precious and semi-precious stones, beads and jewellery, blue pottery products, carpets and textiles are the most sought-after crafts.

Jaipur is not only titled as the best destination to experience the handicrafts products, but also serves as the **ONLY** destination to realize how unique and innovative the craftsmen of Jaipur are. Nothing compares to the talent and innovations evolved by the craftsmen of Jaipur. The role of art and craft in Jaipur since the bygone era has played an important and crucial role in making the city a destination for handicrafts.

BLUE POTTERY | LAC BANGLES | METAL JEWELRY | GEMSTONE JEWELRY | BANDHEJ - LEHERIYA & MOTHDA | GOTA PATTI | MINIATURE PAINTINGS | WOODEN CARVING MARBLE CARVING
SANAGANERI BLOCK PRINTING | BAGRU PRINTING | NATURAL DYEING | PUPPETS | JOOTIS
RUGS AND CARPET MAKING | QUILT MAKING TARKASHI CARVING | THATHERA METAL CRAFT
ENAMELLING | MEENAKARI | ETC

The cultural heritage, craft, and industry of '**PINK CITY**' JAIPUR act as catalysts in the study of design. The research led, interdisciplinary learning practiced in the ambiance of this **WORLD CRAFT CITY** has attracted pluralistic identities & cultural contexts. Design students, researchers, teachers, and practitioners come here from across the planet to explore and contribute to the growing ecosystem.

Further, the burgeoning IT sector within the city has opened up new avenues for the rapid growth of start-up ecosystems. Based on the strength of startup ecosystem Jaipur ranks 8 in India and 234 globally.

INDUSTRY ECOSYSTEM

300+
Garment
Exporters

250+
Handicraft
Exporters

500+
Jewellery
Exporters

300+
Interior
Designers &
Architects



director's PERSPECTIVE

ARCHANA SURANA

Founder & Director
ARCH College of Design & Business
Mentor - Fashion, Jewelry & Entrepreneurship
Dean - Fashion Design (Fashion, Jewelry & Interior)
Rajasthan ILD Skills University, India

It's likely that you already know that ARCH was the first to design and conduct a successful Online Exam to screen aspirants for design studies in 2011, and we have continued the practice since then. From this year, all future AIEED (All India Entrance Examination for Design) Screening, will be aimed at identifying and extending invitations to potential 'New Paradigm' students who show 'Plus' factors beyond mere drawing and painting skills.

Though the outbreak of the Covid pandemic posed new unprecedented challenges for all of us, our teachers and students showed remarkable agility and healthy flexibility in quickly adapting and adopting innovative practices to successfully continue the hectic 'exchange' that is integral to the process of digitally delivering world-class Design education! Although working our communications through the nebulous digital ether, which at its very best, has its limits and drawbacks, (audio lags, frozen expressions et al.), the feedback of students and teachers alike, have been very positive and encouraging.

In addition to our Online Classes & Examinations, we had a special series of virtual events to replace physical events and open days. We successfully hosted virtual Alumni meets and organised more than 35 online Master Classes with teachers and professionals from across the world.

We are soon launching a selection of E-Learning courses in Art & Design, for design aspirants of all ages, and with useful certification on completion.

I am confident that your time at ARCH will be, both enjoyable, and rewarding, providing you with knowledge and experience that will prove to be beneficial in your future academic, personal and professional careers.

As observed so beautifully by Nicholas Negroponte, the co-founder with Jerome B. Wiesner of the MIT Media Lab, "Everything digital is at the same time local and global, big and small, and is both inside and outside of given limits. The natural world and the artificial world are becoming interchangeable. The change will take place very quickly. You have to put your seatbelt on!"

I wish you a wonderful 'creative learning' journey and a delightful student life at ARCH.

We have been delivering quality Design Education since the turn of the century, no mean achievement by any standards, and we continue to do so!

Planning for a number of contingencies since news of the coronavirus first emerged, we are one of the few confident institutions and centres of quality and excellence, equipped to provide a continuing learning experience of a premium quality to students, using the digital technology at their beck and call. With the move from solid societies to liquid societies (Zigumt Bauman), with digital communications & technology very much at the front of it, the digital becomes the context and the previously known notion of context becomes the content. This key paradigm shift should be used to its advantage, especially in cases where a rich culture like India is at hand, alive in all its depth, containing all layers to be worked upon. With our 'New Paradigm' students will be.....

+ Explorers

Learners who are on a journey to understand themselves and the world at a deeper level, who love being curious and see learning as a voyage of adventure and discovery.

+ Creators

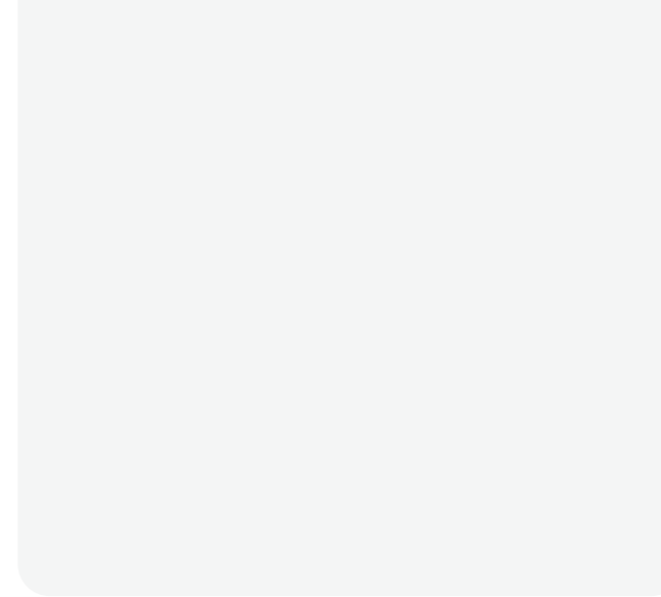
Self-directed learners who yearn to grow their creative capacity and confidence. They use a multi-studio environment and love a discipline that expands to complex global challenges.

+ Changemakers

Changemakers select a track that might extend their passion in the creative realm, or perhaps enable a prime focus on business or applied technology.

+ Leaders

Quality human beings: passionate, receptive, confident, social, friendly, inclusive and team players and nurturers of teams.



PROF. BENOY THOOMPUNKAL

Director International
Mentor - Interior & Photography

At ARCH, we strongly focus on International partnerships with special emphasis on research, building new curriculum, & the development of progression routes towards higher education learning and training opportunities, for students and staff.

ARCH has established collaborations with advanced foreign educational institutions in order to establish, maintain & improve upon globally recognized and accepted benchmarks in the delivery of quality education in Design.

As part of its commitment towards enhancing awareness of the infinite possibilities inherent in collaborative exchange, ARCH is a voting Member of the World Design Organization (WDO) and holds full voting membership in the International Foundation of Fashion Technology Institutes (IFFTI)

Our presence and participation in extraordinary forums further includes ARCH's full CUMULUS, IXDA & Indian Memberships, IIID, ADI are an excellent facilitating partnership for the transfer of knowledge, best practices and research in Art and Design education.



BHARGAV MISTRY

Dean - Design Culture
Mentor - Products & Graphics

The ARCH College of Design & Business, has been providing quality education in the field of art, design and business in a congenial environment governed by a nurturing and supportive ethos. Design is the spectrum between arts and science. It brings meaning to scientific principles and enlivens it with usable functionality for the humans and the environment.

Design Culture encompasses aspects of design thinking, design methods and design skills that enable a person to innovate empathetically by understanding the actual human needs in order to create products or systems that fulfils those needs in a satisfying and pleasing manner. For successful innovators, design culture becomes a way of life.

If the education ecosystem is familiarized with the fundamental concepts of Design like - Design Sense, Design Sensitivity and Design Sensibility during their formative stage of intellectual growth it would make the education much more meaningful in the present scenario, preparing both the tutors and the students with a deeper understanding of future opportunities & challenges.

archers SPEAK

ARCH is dedicated to helping students and alumni succeed in their chosen fields. The office for career and alumni success prepares students and alumni to become industry leaders of the creative class through individualized advising, professional development resources, workshops and career opportunities.

We specialize in preparing students for outstanding creative careers. Our alumni went on to work for some of the well known companies, the great clients and the most influential names in their industries.

For any inquiries please contact our student placement cell at placements@archedu.org



ANASTASIA TEMOPHYW
Ecole Boule, Paris

"It was a great learning experience to explore the various Indian crafts - block printing, blue pottery and enamelling. I also travelled during my stay and was absolutely delighted to have experienced the Indian culture."



JUSTINE CAIROLI,
Ecole Boule, Paris

"It was a great experience for me, it was very different from the way of study in France. I really liked being in Jaipur and experiencing the Indian culture, the activities we participated in were exciting and different from the crafts we learn."



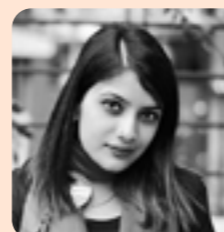
SANCHI PORWAL (Jaipur, Rajasthan)
B.Des Jewellery Design

"We've recently been introduced to the virtual learning program after the Corona outbreak. I've been thoroughly enjoying the classes and I have become more self-reliant and disciplined as I have been exploring new materials and techniques."



MEENAKSHI SHARMA (Haridwar, Uttarakhand)
B.Des Product Design

"ARCH is not only offering a course but also excellent industry exposure opportunities which are really important to me. I am sure in the coming years this quality education and opportunities will help me excel in my career."



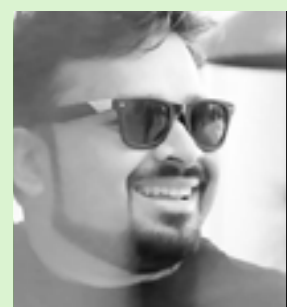
ANANYA BHARGAVA (Udaipur, Rajasthan)
B.Des Fashion Design

"It's been a tough time for all of us, staying home and not being able to go to college, but the interactive and innovative online classes have been helping us to catch-up. Online learning has enabled us to feel connected with our classmates and we have been making submissions online. It is a fun and convenient way to learn."



SUBHAM DUTTA (Birbhum, West Bengal)
B.A Graphic Design

"Hello I am Subham Dutta, life in this pandemic situation with a Lockdown state all-around. We all shifted from physical classroom teaching - Learning process to a virtual medium. This was quite a thing to adapt along. The classes are scheduled quite well with no chance of creative block to come into act."



APPORV SAXENA
(2013 - 2016)
Creative Director & Decor
stylist, Urose Entertainment

"My thinking skills were enhanced as a result of working in a professional & creative environment at ARCH."



SHUBHAM K RAJ
Design Head,
Rohira by Sunita Shekhawat

"My success & growth in the Jewellery industry is fully attributable to the superb transformation & translation of my creative skills at ARCH, through the terrific practice opportunities made available to me."



AKSHAY SIKHWAL
(2010 -2013)
Denim Innovation Designer,
Jack and Jones

"ARCH continues to ensure that every student develops the creative thought processes, skills and attributes which have proven to be invaluable in our career in the world"



VIPIN SHARMA
(2014-2016)
Product designer, UX
Zomato

"ARCH has provided me an international exposure to understand opportunities and the platform to transform my dreams and goals into reality."





fashion DESIGN

'THE BLUE MARBEL'

The Blue Marbel is a Collection developed by the students of the Fashion Department. A fight for peace among nations for saving the earth and sustainability. "All the nations in the color blue". The only way to save the earth!



WORLD GOLD COUNCIL
World Gold Council
Jewellery Design Award



JAS 18
JAIPUR
Won various awards in JAS



SWAROVSKI
Finalist for the 'Swarovski Elements
Jewellery Design Award 2012' with her
piece 'Medusa'

EGYPTIAN & THANGAL HEAD DRESS

The collection developed by the students of the Jewellery Department was inspired from Egyptian and Thangal Headdress which was worn as a replacement of hair and a body adornment. The design is a reflection of the discrimination between genders that has existed since centuries. The inspiration behind the creation of the headgear which is worn by a woman is to showcase gender-equality as a part of this universe.

jewellery DESIGN

IFFTI
INTERNATIONAL FASHION FESTIVAL

ARCH students entries got selected for
Poster Design Competition
"The Power of Fashion"

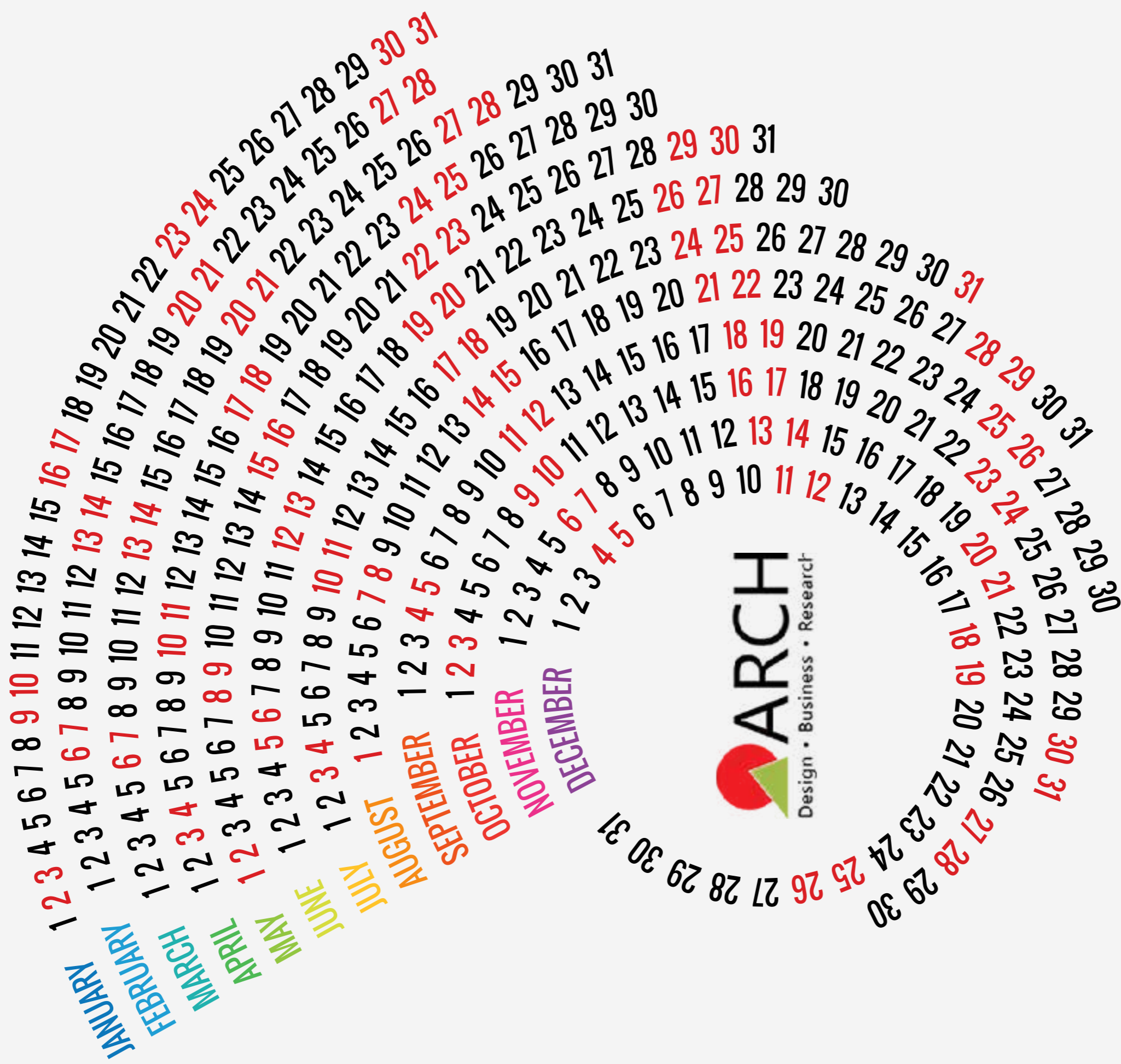
ARCH student Shruti Vinayak garment - Mink 'Mean Sky' under the theme Meenakari was shortlisted and was showcased by models on the ramp at the IFFTI conference.

FDCI
FASHION DESIGN COUNCIL OF INDIA

ARCH Students volunteered for the
Fashion Week every season.

Chinmay Hegde got selected for #FDCIWallOfFrames. A one of its kind initiative by FDCI to give special recognition to those behind the lens.

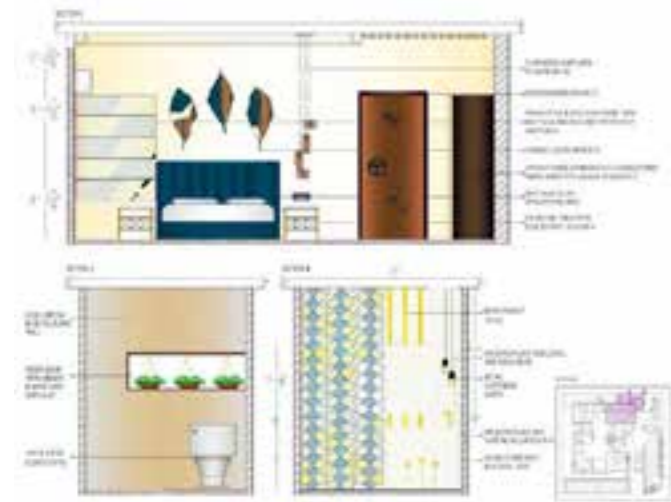
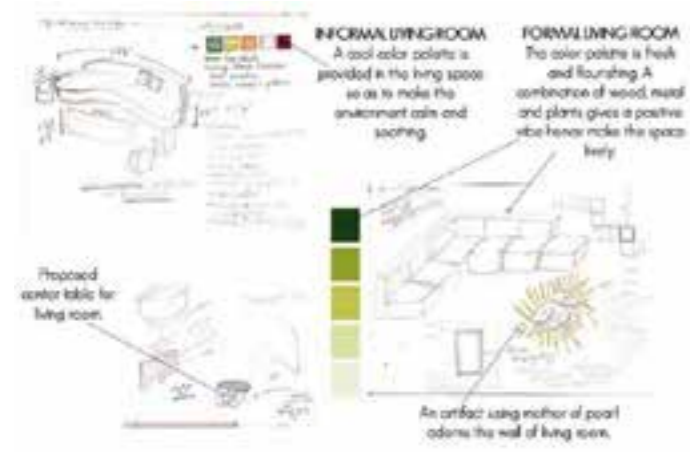
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DO SOMETHING

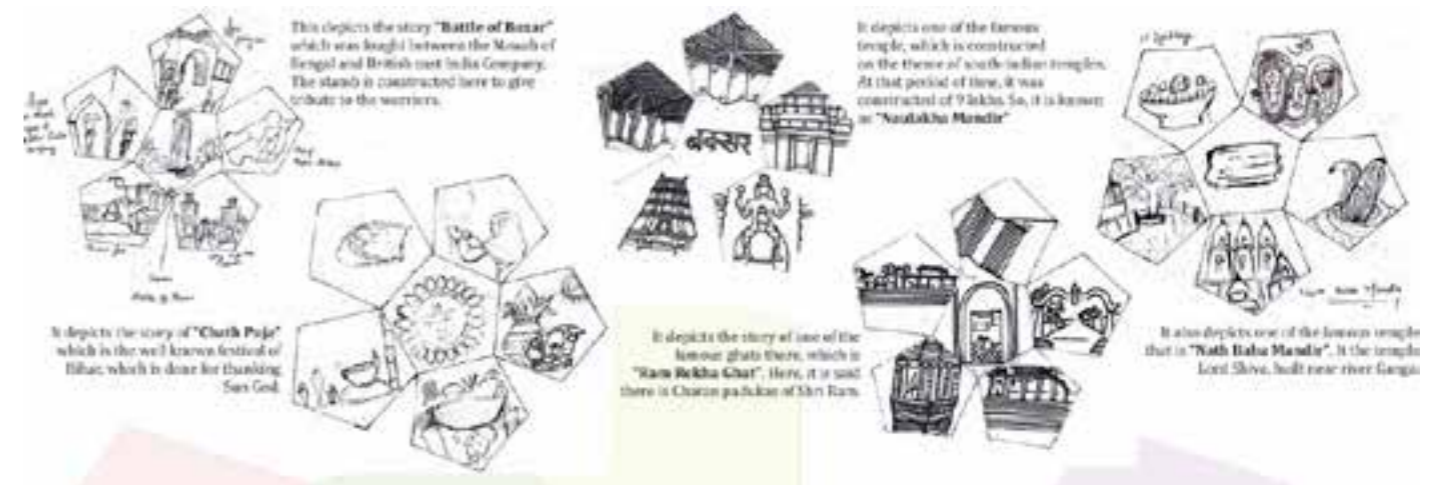
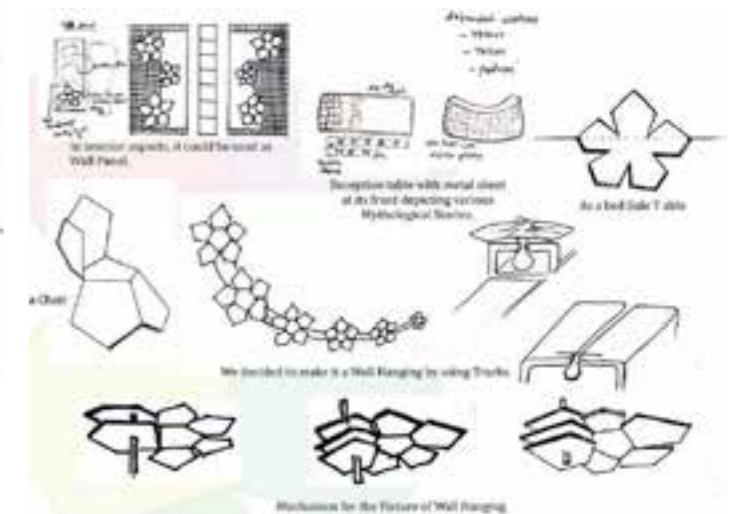
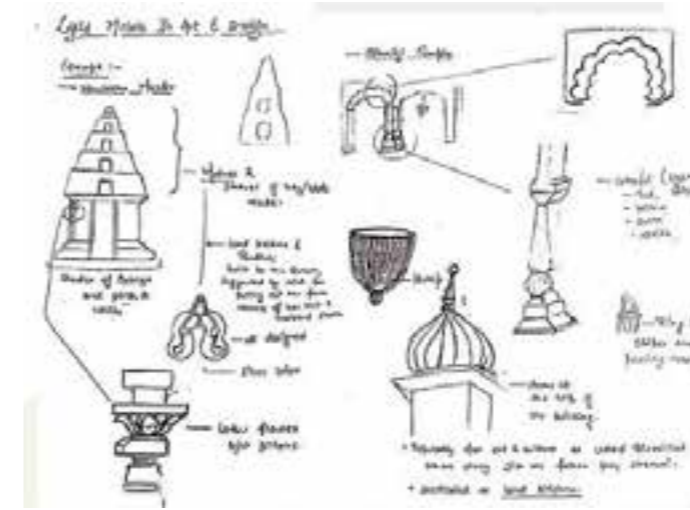
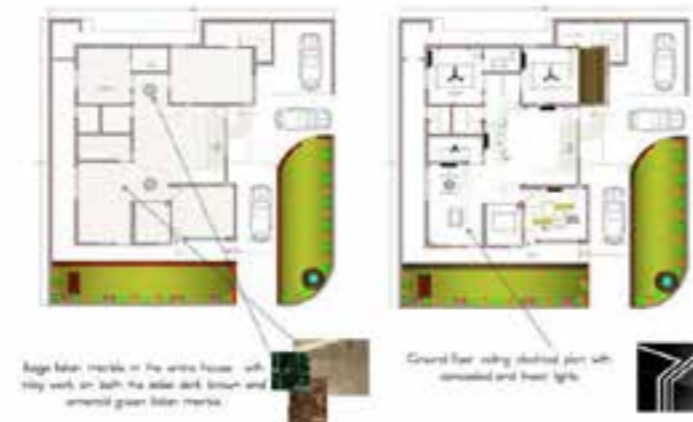
Creative

EVERYDAY



interior DESIGN

This project was conceptualized by a student of Interior design at Arch, bearing in mind the principles of ergonomics and anthropometry of residential design. Any house is a reflection of the people who reside in it and this project was designed for a family who wanted a mod house with minimalistic design.



cumulus Institutional membership & Inter-Collegiate Competition of IIID

ARCH won 4th position in the prestigious competition of "French Luxury 2074".

FAID First prize Diamond Award Winner

Vastra ARCH won the FIRST PRIZE in BEST INSTITUTIONAL DISPLAY at the prestigious Garment Fair-Vastra-2017

The following product was designed by a student of Product Design and the inspiration for this was drawn from 'Kaavad' which is an endangered craft from Rajasthan, the craft was adopted into a new material (metal) and it depicted stories from Buxar festivals and mythology

product DESIGN



graphic DESIGN

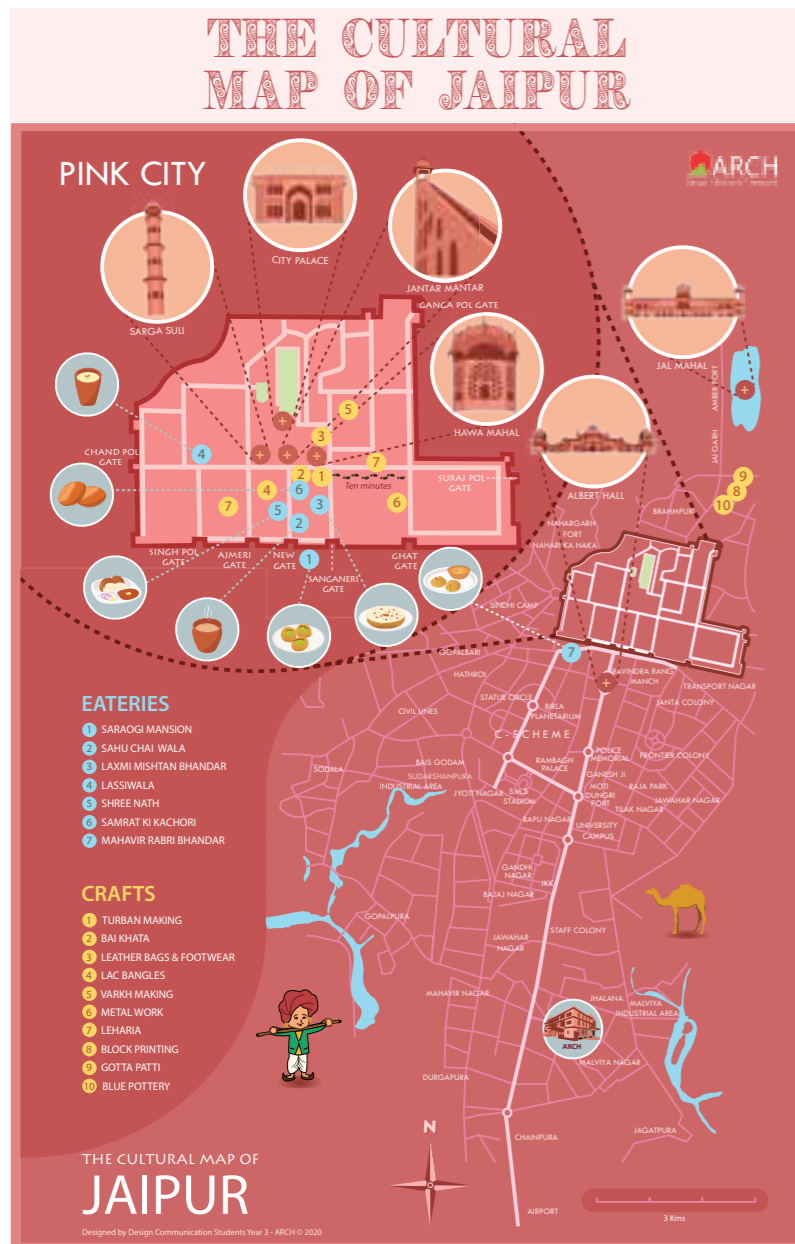


Portal developed under the UKIERI Grant for institutional Capacity Building

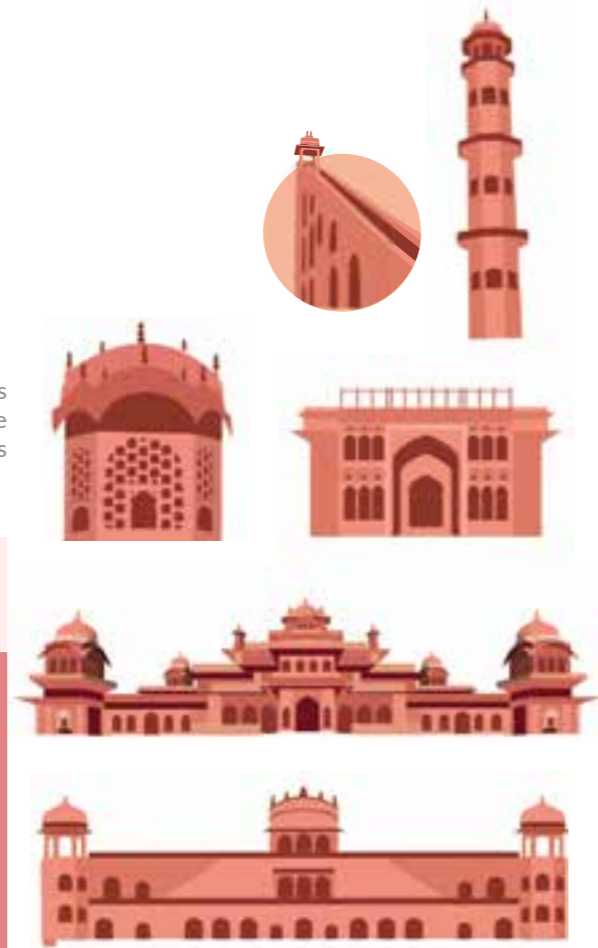


Won Symbol Design Competition hosted by (CII)

This map developed by the students of the graphic design department depicts the World Heritage Site and World Craft City Jaipur's pockets to explore the sweet and savoury treats served in the city and also the Heritage sites across town



Front



Back

facilities

state of the art

ARCH offers a plethora of facilities to aid the development of the learners creative abilities. Explore the word search below to know the facilities, infrastructure and services offered at ARCH.



SCAN THE CODE TO KNOW MORE

Arch
Clean Campus
Green Campus
Reception
Display Gallery
Conference Hall
Seminar Hall
Stationery Shop
Cafe Chrome

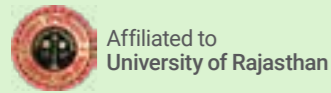
Library
Wood Workshop
Metal Lab
Terracotta Studio
Ceramic Studio
Interior Drafting Studio.
Jewelry Casting
Digital Fabrication Studio
Interior Drafting Studio

Dyeing Lab
Printmaking Workshop
Weaving Studio
Embroidery Lab
Stitching Lab
Pattern Drafting Studio
Graphic Print Workshop
3D Prototyping
Arch-Ive Store

Photostudio
Cad Labs
Mac Labs
Design Business Incubator
Innovation Lab
Ecell
Project Cell
Placements
Student Services

affiliations & accreditations

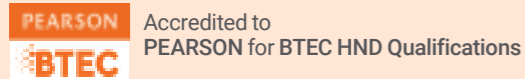
FACULTY OF DESIGN, BUSINESS & RESEARCH



UG 12th or Equivalent with minimum 50% in any stream
Undergraduate Degree Programme
Selection Criteria: AIEED

Courses	Awards
B.Des Jewellery Design	Duration: 4 years Bachelor of Design
B.Des Fashion Design	
B.Des Interior Design	
B.B.A (Design and Entrepreneurship)	Duration: 3 years

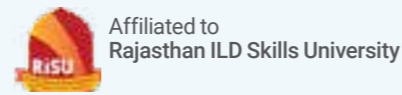
FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN



UG Duration: 2+1+1 Years
Eligibility: 12th (any stream)
Degree Programme
International Degree Study Abroad Course
Selection Criteria: AIEED

Courses	Awards
B.A/M.A Interior Design	Pearson BTEC HND Level 5 after 2 nd Year at ARCH
B.A/M.A Fashion Design	ARCH Diploma
B.A/M.A Product Design	B.A/M.A Degree Awarded by International University on Progression to 3 rd Year of study abroad and its completion
B.A/M.A Graphic Design	
B.A/M.A Digital Design	
B.A/M.A Photography	M.A Degree in 4 th Year

FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP



UG Duration: 4 Years
Eligibility: 12th (any stream)
Undergraduate Degree
Selection Criteria: AIEED

Courses	Awards
B.Des Graphic Design	Duration: 4 years Bachelor of Design
B.Des Product Design	

PG Duration: 2 Years
Eligibility: Graduation (any stream)
Postgraduate Degree
Selection Criteria: AIEED

Courses	Awards
M.Des Product Design	Duration: 2 years Masters of Design
M.Des Interior Design	
M.Des Graphic Design	
M.Voc Design Entrepreneurship	Duration: 2 years Masters Vocational Studies
Specialization in Jewellery Design	
Fashion Design	
Interior Design	
Product Design	
Design Communication	



PEARSON LINKED PROGRESSION FOR BTEC STUDENT FOR INTERNATIONAL STUDIES ABROAD

- > Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression.
- > Opportunities for students of each institution to participate in summer courses to introduce them to each other's culture, art and design.
- > Consultancy project to assist ARCH with Curriculum Design.

STUDENT EXCHANGE

- > Development of teaching & research resources
- > Exchange of Staff & Students
- > Joint Research Activities
- > Participation in Seminars
- > Exchange of pedagogical and scientific documents
- > Exploration of advanced standing in meeting Degree completion requirement
- > Joint Publications



The University of Rajasthan is a NAAC Accredited University and is the oldest and largest institution of higher learning in Rajasthan (in terms of enrollments). Founded on January 8th, 1947, the University currently operates 37 PhD courses, 20 M.Phil. courses, 48 Master's Degree courses, and 14 Bachelor's degree courses. UGC has recognised the University of Rajasthan amongst the top 15 Indian Universities with Potential for Excellence (UPE) in 2012.



RISU is the first Skills University of India in the Government sector and is established in Jaipur.

RISU's UG and PG programmes aspire to integrate vocational training with mainstream education, using National Skills Qualification Framework and strong industry linkages.



ARCH, in strategic partnership with Pearson, is accredited to deliver Six BTEC Level 5 HND qualifications in Art and Design. Pearson is the largest awarding body in the UK for Academic, Vocational and Work-related qualifications, and the largest education company worldwide.

After successful completion of the course students can gain a Level 6 'top up' degree in one year, from any of more than 100 Pearson listed universities around the world in the US, Canada, South Africa, Mauritius and Institutions in the UK and Europe as well as with global Universities and Colleges who have an agreement with ARCH College of Design & Business.

Other ACADEMIC agreements with -



INSTITUTIONAL & INDUSTRY Alliances with -





design quotient

global quotient

ARCH College of Design & Business has been imparting quality design education for the last 20 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy etc have graced ARCH environs.

#ADESIGNTHINKER

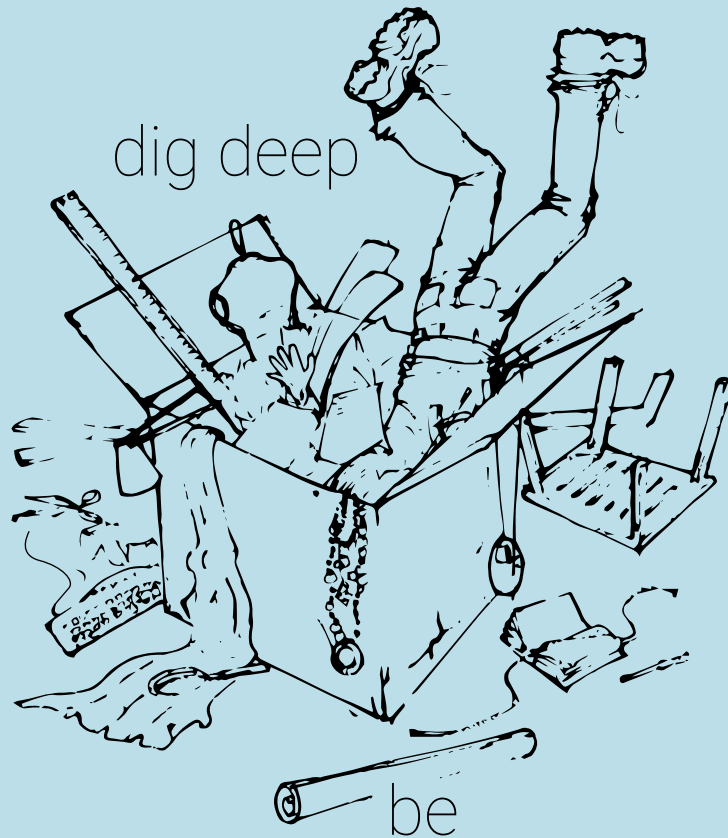
PARTNERS IN PROGRESS





AIEED 2021

ALL INDIA ENTRANCE EXAMINATION FOR DESIGN



#ADESIGNTHINKER

ARCH COLLEGE INVITES APPLICATIONS FOR UG | PG DEGREE COURSES IN DESIGN

JEWELLERY | FASHION | INTERIOR | PRODUCT | GRAPHIC
DIGITAL DESIGN | PHOTOGRAPHY | BUSINESS (BBA) | DESIGN & ENTREPRENEURSHIP

SCREENING FOR DESIGN STUDIES (SDS)

MERIT BASED SCHOLARSHIPS UPTO ₹2,50,000

Application Open for

UG | PG
Courses in Design

Apply Now ▶



APPLY NOW & LEARN

- CREATIVE CALLIGRAPHY
- CREATIVE PHOTOGRAPHY
- DESIGN THINKING
- ELEMENTS OF DESIGN
- IDEAS GENERATION
- TYPOGRAPHY & EXPRESSION

CHOOSE ANY **3**



Come & Meet Us

Arch College of Design & Business
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Malviya Nagar Inst. Area, Jaipur-17

Contact Us

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